

Message Text

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15

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
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R 201320Z FEB 76
FM AMEMBASSY GABORONE
TO SECSTATE WASHDC 7667
INFO AMCONSUL CAPE TOWN
AMCONSUL JOHANNESBURG
AMEMBASSY PRETORIA
USDOC WASHDC

UNCLAS GABORONE 0280

CAPE TOWN FOR EMBASSY

EO 11652: N/A

TAGS: BEXP, BC

SUBJECT: CPF - GABORONE TRADE FAIR (GTF)

REF: (A) STATE 034043, (B) PRETORIA 0711, (C) 73 STATE A-9254

1. EMBASSY IS MOST PLEASED AT PROSPECT OF HAVING DICK KIRBY'S ASSISTANCE IN PREPARATIONS FOR 1976 GTF IN VIEW OF HIS CONSIDERABLE TRADE FAIR EXPERIENCE AS DIRECTOR OF STOCKHOLM TRADE CENTER. WE ENVISAGE NEED FOR ONE OR TWO-DAY TRIP TO GABORONE BY KIRBY DURING MARCH VISIT OF FRED GAYNOR IN CONNECTION WITH SEMI-ARID LAND TECHNICAL SALES SEMINAR. GAYNOR DID QUICK SITE SURVEY OF U.S. PAVILLION IN JANUARY. DURING GAYNOR AND KIRBY VISIT, THEY COULD DISCUSS EXHIBIT DESIGN, PLANS FOR RECRUITING OF U.S. FIRMS IN SOUTH AFRICA, ETC., WITH THE AMBASSADOR AND IRO POPE.

2. EMBASSY IS MOST APPRECIATIVE OF GTF'S SELECTION AS TYPE B COMMERCIAL PRESENCE FAIR. WE HAVE BEEN LOOKING FORWARD IN PARTICULAR TO ASSISTANCE FROM EXPERIENCED EXHIBIT DIRECTOR, WHO ACCORDI NG TO REF C, IS SUPPOSED TO VISIT SITE FOUR MONTHS BEFORE FAIR TO USSIST IN DESIGN, PROMOTION AND SETTING UP TIMETABLE. REF C FUQWD TES THAT EXHIBIT DIRECTOR RETURNS TO POST ONE
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MONTHS BEFORE FAIR AND REMAINS THROUGH FIRST WEEK.

3. REF A SUGGESTS THAT USDOC NOT PLANNING TO SEND SUCH A DIRECTOR. ALTHOUGH KIRBY DOES POSSES CONSIDERABLE EXPERTISE IN EXHIBIT MANAGEMENT, HE HAS LARGE WORKLOAD OF HIS OWN IN JOHANNESBURG AS HEAD OF E/C SECTION AND WILL BE ABLE TO DEVOTE ONLY LIMITED TIME TO GTF. IN ADDITION DURING 1975 GTF, ZAMBIAN GOVERNMENT SENT PROFESSIONAL EXHIBITS DESIGNER TO DESIGN AND OVERSEE CONSTRUCTION OF ZAMBIAN PAVILLION AND TO MANAGE PAVILLION DURING FAIR. RESULTS OF THIS PROFESSIONAL S EFFORTS WERE IMPRESSIVE. WE REQUEST, THEREFORE, THAT EXPERIENCED EXHIBITS DESIGNER BE SENT TO GABORONE PER REF C. WE WERE IMPRESSED WITH PROFESSIONALISM OF GAYNOR AND, IN VIEW OF HIS FIRST-HAND KNOWLEDGE OF FAIR SITE, REQUEST THAT GAYNOR BE ASSIGNED TO DESIGN AND OVERSEE U.S. PAVILLION IN 1976 GTF.

4. FOR PRETORIA AND CAPE TOWN: WE AGREE WITH PARA 2 OF REF B ALTHOUGH TO DATE THERE HAVE BEEN NO FORMAL KIRBY-POPE EXCHANGES. ALL CORRESPONDENCE IN THE FUTURE WILL BE BY CABLE WITH LATERAL DISTRIBUTION TO PRETORIA AND CAPE TOWN.
BOLEN

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